

# Cat Food in Spain

April 2024

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## 2024 DEVELOPMENTS

Cat food continues to see confident growth in both value and volume terms

Players from private label to niche and leading names, place a focus on health claims

Players launch more options formulated specifically for sterilised cats

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Focus on natural ingredients and BARF diets set to become increasingly important Retail developments in pet stores will further boost the growth of specialised food Environmental sustainability set to become a rising trend

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